

PARTICIPATION OF CITIZENS OF DIFFERENT AGE GROUPS IN PROFESSIONAL MEDIA IN INDIA

SHIPRA DUA PIPLANI

Assistant Professor, Jagannath Institute of Management Sciences, Delhi, India

ABSTRACT

Technology is reshaping the participatory capacity of the audience in Professional Media. The Study examines the participation of different age groups in professional media in India in this changing scenario. The questionnaire covered questions pertaining to various aspects of the usage of professional media. To begin with a sample of 500 was selected by using Multi-Stage sampling technique. The study depicts that majority of young age citizens think that professional media gives TRP oriented news and not interactive.

KEYWORDS: Professional Media, Participation of Citizens & Citizen Journalism

Received: Nov 02, 2018; **Accepted:** Dec 24, 2018; **Published:** Jan 17, 2019; **Paper Id.:** IJCMSFEB20194

INTRODUCTION

Professional journalism in India is structured around sources of news. These sources of news tend to be 'official' and 'valid' sources, ensconced in their positions of power. The most powerful sources of news tend to be politicians, businesspeople, NGOs, and the like. These are elite sources of information who might claim to 'represent' the people.

Moreover, Professional Media in India gives works to the traditional definitions of news which emphasize very important persons, controversy, conflict, unusualness, and the like (Galtung & Ruge 1969). These definitions are restrictive though scenario of professional media is changing. Now they encourage citizens to participate with them. Still, it is not for ordinary people. If something happens to ordinary people, as long as there is no for a very important person to quote, it is not newsworthy. For example, a murder incident matters if it is associated with a famous person or celebrity. But if it is associated with a common man then that is not newsworthy for professional media.

The structured nature of professional media thus tends to be exclusive in its selection of stories and their sources.

By suggesting that Professional Media is undemocratic, citizen journalism seeks to open it up to the participation of ordinary people. Citizen journalism is thus aimed at de-institutionalizing and de-professionalizing the practice of journalism in India.

This is a never-ending debate – Most of the citizens and professional journalists would disagree that professional media is undemocratic. Since some of the journalists think that citizen journalism is not as accurate as professional media due to its sources and resources. But some of the ordinary people would agree that professional media is undemocratic since there is less participation of citizens. Moreover, professional media avoids the local

issues which are important for ordinary citizens.

REVIEW OF LITERATURE

Review of literature plays a vital role in research work. It directs the researcher in proper planning and execution of research work.

This study conducted to identify the participation of citizens of different age groups in professional media in India. Many studies have been conducted by the researchers in the foreign context but very few studies or a negligible amount of research have been undertaken in the Indian context. Below is the review of existing studies to find out the research gap

Hermida (2011) explored the role of media and its relationship to the public. The aim of the study is to analyze the relationship between the media and the public. Interviews were conducted to know the attitude of professional journalists towards the participation of the public. The professional Journalists view the public as an active recipient of the news. The study found that all the news outlets were providing more opportunities than ever for the public to contribute in the professionally edited publications.

Chris Hogg (2010) made a comparison among the citizen journalism websites, mainstream media websites and newspaper websites. The content analysis method was applied to compare the content of both type of websites. The study found that citizen journalism complements rather than replaces commercial news sites.

Hughes, Wally (2010) analyzed the effect of citizen journalism on mainstream journalism and ethics in today's society. Whether citizen journalism and traditional media can co-exist and complement each other. The study focused on the events and reasons that led to the re-emergence of citizen journalism during the past few decades. Then the study highlighted a few of the major issues that surround citizen journalism today, notably with regards to the federal shield law debate. The study concluded the overall effect of citizen journalism has on the journalism field and its ethical signature.

OBJECTIVE OF STUDY

To know the participation of people of different age groups in Professional Media

RESEARCH METHODOLOGY

In this study the researcher has developed one questionnaire for the citizen's survey For citizens, a structured questionnaire was designed to collect data on the different genres on which citizens participate in professional media. The purpose of this questionnaire was to study the participation of people of different age groups in professional media. The questionnaire covered questions pertaining to various aspects of the usage of professional media.

The questions in the questionnaire for Citizens was designed using a likert scale for achieving precise answers from the respondents. All the responses of the statement of 5 point scale used the questionnaire have been quantified with the numbers 5, 4, 3, 2, 1,. Each statement has five categories of responses ranging from very often (5) to Rare (1). The questions were framed in a structured manner with close-ended options so that the responses can be used directly without any bias in computer-based statistical analysis.

Sample Selection

To begin with a sample of 500 was selected by using Multi-Stage sampling technique. For the purpose, on the first

stage, Delhi has been divided into five zones. East, west, North and south and central. The segregation done on the basis of Delhi MCD official website. On the second stage these Zones were divided into blocks. On third stage, dwellings were listed within each selected block. 50 from each were taken. This way total 250 samples for urban.

But now difficulty was to specify rural areas of Delhi. The rural area of 10 km far from the urban city has been considered. A total sample of 250 was taken for the study from the rural area. But all over the responses were collected 348.

Analysis of Variance (ANOVA)

To compare the participation of the people on the basis of age groups, the obtained data has been analyzed by applying one-way Analysis of variance (ANOVA). It is used to determine the significance of the differences among the sample mean values concerning various the media practices and different age groups of the participants.

Data Analysis

Table 1: Views on Professional Media

Professional media	Strongly Agree	Agree	Neutral	Disagree	Fully Disagree
Not interactive	122(35)	72(20.6)	68(19.5)	58(16.6)	16(4.6)
Lot of repetition of news	140(40.1)	124(35.5)	28(8.0)	22(6.3)	20(5.7)
TRP oriented	110(31.5)	150(43.0)	50(14.3)	20(5.7)	8(2.3)
Elite class dominated news	104(29.8)	124(35.5)	72(20.6)	20(5.7)	16(4.6)
Not free from political pressure	126(36.1)	94(26.9)	82(23.5)	24(6.9)	12(3.4)
Avoids local issues	108(30.9)	102(29.2)	66(18.9)	46(13.2)	14(4.0)
Not reliable	90(25.8)	86(24.6)	90(25.8)	60(17.2)	10(2.9)

(Per cent are written in bracket)

Table 1 shows that 35 Per cent of the 348 sample strongly agrees with the statement that professional media is not interactive, 21 Per cent of the sample agrees that professional media is not interactive and 19 Per cent is neutral about this. While 17 Per cent of the sample disagrees with the statement that professional media is not interactive. They don't find professional media interactive and 5 Per cent of the sample is strongly disagreed with the statement. Findings reveal that most of the people think that professional media is not interactive.

Now- a- days Media has 24x7 Channels so they will have to broadcast any content for the 24 hours. Out of 348 citizens, 40 Per cent is strongly agreed that professional media broadcasts lot of repetition of news, 34 Per cent of the sample is agreed with the same statement and 8 Per cent are neutral. While 6 Per cent of the sample is disagreed with the statement that media gives a lot of repeated news and 6 Per cent is strongly disagreed with the statement that the media gives a lot of repeated news. Findings reveal that most of the people think that professional media broadcasts a lot of repetition of news.

Out of 348, 31 Per cent is strongly agreed that professional media gives TRP oriented news, 43 Per cent is agreed that media gives TRP oriented news and 14 Per cent is neutral about the statement. While 6 Per cent of the sample is disagreed and 2 Per cent of the sample is fully disagree that professional media gives TRP oriented news. The majority of people think that professional media gives TRP oriented news.

From a total of 348 citizens, 30 Per cent is strongly agreed that professional media gives elite class dominated the news, 35 Per cent is agreed and 21 per cent of the sample is neutral about the statement that professional media gives elite class dominated news. While 6 per cent is disagree and 5 per cent of the sample is fully disagreed that professional media

gives elite class dominated news.

The findings reveal that the majority of people think that professional media gives elite class dominated the news.

Table 2: ANOVA –Age

Variables	Teenagers		Young		Adults		Older		Very Old			
Professional media	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	Mean	S.D.	F-Value	P-Value
Not interactive	2.02	1.15	3.00	1.69	2.23	1.25	2.51	1.27	2.00	0.00	2.96	.02*
Lot of repetition of news	1.86	1.34	3.00	1.30	2.15	1.16	1.88	.98	2.33	.51	2.74	.02*
TRP oriented	1.81	.72	3.00	1.51	2.21	1.03	1.95	.97	2.66	.51	4.90	.00**
Elite class dominated news	1.95	.91	2.75	1.16	2.34	1.24	2.15	1.06	2.66	.51	2.28	.06
Not free from political pressure	2.23	1.24	3.00	0.75	2.15	1.16	1.98	0.97	2.33	1.03	2.20	.06
Avoids local issues	2.23	1.28	3.00	0.75	2.23	1.11	2.25	1.24	3.00	0.89	1.41	0.2
Not reliable	2.44	1.13	2.25	1.16	2.44	1.05	2.42	1.19	3.33	1.36	.96	0.4

*significant at .05 level, with degree of freedom 4/344

**significant at .01 level with degree of freedom 4/344

A citizen participates in professional media with different objectives and purposes in mind. To find out whether there is a significant difference between the mean score of different variables concerning motivations across citizens of the five age groups, ANOVA test has been applied.

The above **Table 2** shows the findings of the survey. F-value is 4.90, the df being 4/344, found significant at 1 Per cent level. It is obvious from the table that, overall level, Young age (19-36 Years) citizens are aware of the policy of the professional media to seek TRP. So this issue has emerged as the important issue that professional media gives TRP oriented news, with a very high mean score of 3.00. The findings reveal that Citizens of young age think that professional media gives TRP oriented news. However, the people of very old age group says that sometimes Professional media gives TRP oriented news.

In the case of the variable, professional media is not interactive, f value is 2.96 the df is being 4/344, which is found to be significant at 5 Per cent level. The mean score has been worked out as high 3.00 against the objective followed by Older years age group (mean score=2.51). The findings reveal that people of Young age group (19-36 Years) considers Professional media less interactive.

In the case of a variable, a lot of repetition of news f -value is 2.74, df is being 4/344, found significant at 1 Per cent level. The highest mean accorded by the Young age group 19-36 years followed by the very old age (56-72 years) group. The findings reveal that the majority of young age people think that there is a lot of repetition of news in professional media.

Regarding the other variables, avoids local issues, not free from political pressure, no significant differences have been found among the participants of different age groups. The people of different age groups have different views about professional media regarding the news.

FINDINGS

- The majority of the citizens think that professional media is not interactive. broadcasts a lot of repetition of news, gives TRP oriented news, gives elite class dominated news.

- The findings reveal that Citizens of young age think that professional media gives TRP oriented news. However, the people of very old age group says that sometimes Professional media gives TRP oriented news.
- The findings reveal that people of Young age group (19-36 Years) considers Professional media less interactive.
- The findings reveal that the majority of young age people think that there is a lot of repetition of news in professional media.

CONCLUSIONS

The Whirl of technologies has dramatically altered the shape of Professional Media. Surprisingly the study reveals that youth is not interested in News Channels at all. Rather they prefer to Movies. Since they think that professional Media in India serves the TRP oriented News. The Youth and Senior Citizens find that there is overflow and repetition of information in Professional Media. So Study finds that the Youth of India finds online media or citizen journalism more interesting and better than professional Media in India.

REFERENCES

1. Alfred Hermida (2011). 'The Active Recipient: Participatory Journalism through the Lens of the Dewey-Lippmann Debate' International symposium on online journalism, (University of Texas, Austin.)
2. Hnamte, L., & Pachau, Z. Computational study of concerted reaction pathways for N-alkylaniline transformation to aniline in acid media and under gas phase.
3. Chriss Hogg (2010) 'Citizen Journalism sites compliment newspapers ' Newspaper research journal, (27th May)
4. Hughes, Wally (2010) 'Historical Roots and contemporary challenges'(Western Kentucky University)
5. Colvalkar, N. S. Lokmat-Making A Difference In The Vernacular Media Scene In India.

